

SCIENCE SERVICE

1719 N Street, NORTHWEST

Washington, District of Columbia 20036



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SYSTEMS CONSULTANT
BOX 1546
POUGHKEEPSIE N Y 12603



*A Membership is NOW
open to you*

Things of science Will Bring You Monthly "Magic"

from the Laboratories of Man and Nature

WHAT DO they look like, these strange and exciting products, made by scientific man—or taken from Nature's own laboratory? Now you can see for yourself!

Membership in THINGS of science will bring you each month a scientific surprise package, packed with new or unusual items of science. In each package is a booklet of clear instructions for unusual experiments and interesting, authoritative background information.

By yourself or with a group you will perform fascinating experiments and demonstrations—the essential materials are furnished in your THINGS box. You can even build up an extensive and unique science museum of your own. Here are scientific fun, valuable knowledge, mental stimulation, hours of absorption, future hobbies!



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See the INSIDE of the SCIENTIFIC REVOLUTION!

MAN MAKES CLOTH FROM COAL, AIR AND WATER . . . MAKES NEWSPRINT FROM SUGAR CANE
. . . MAKES PLASTICS TO REPLACE METAL, WOOD AND FIBER . . . MAKES DISAPPEARING THREAD



The response to THINGS of science—begun several years ago by Science Service—was so enthusiastic that it was a problem to keep up production of units with the demand for membership. We have now successfully arranged for increased production to accommodate a limited number of new members. Because Science Service is a nonprofit institution devoted exclusively to spreading scientific knowledge, membership dues in THINGS of science are extremely modest. \$6.00 a year brings you 12 challenging, engrossing kits from the world of science.

You are urged to mail promptly the application form and your remittance so that you can be enrolled before the quota for the next unit is filled.

THINGS of science
Washington, D.C. 20036



**"The most education
in a small package!"**

**"The fun and adventure of
experimenting in science."**

**Wide coverage of
the scientific field . . .**

Physics

- Motor • Pendulum
- Sound • Static Electricity
- Color Top • Magnetic Force

"I particularly like THINGS of science because they introduce so many different fields and a wide variety of subjects. I am pleased to have my boy working on these things rather than just reading about them."

"We consider THINGS of science most interesting and worthwhile presentations of basic scientific ideas."

"My son is reaching the age where his curiosity is continually requiring answers. I have found your kits ideal in accomplishing the necessary instruction both simply and more adequately than I am able."

"Our seventh and eighth grades have enjoyed the THINGS kits very much. We find them fast becoming a good supplement to our science course."

"As an engineer, I often marvel at the clever, well designed units you furnish. In my opinion these go a long way towards stimulating an interest in science."

Chemistry

- Chemical Models • Crystallization
- Test Papers • Chromatography

Mathematics

- Computation • Hexaflexagon
- Measurement • Straight Line

Biology

- Butterflies • New Seeds
- Seed Germination • Soilless Gardening

Industrial Materials

- Corrosion Inhibitors • Steel Wire
- Polystyrene Plastic • Non-Woven Fabrics

Miscellaneous

- Ancient Gems • Astronomy
- Kaleidoscope • Spectral Color
- Optical Illusion • Sextant • Lens

"The whole family looks forward to and enjoys each month's package. We have a great deal of fun working together on each project. You are to be commended for making something so educational be such fun."

"Our gratitude for many hours of enjoyment and excitement resulting from the monthly arrival of the little blue box."

"My son took the latest THINGS kit to school with him, and his teacher was so pleased with it she sent word home asking could I possibly obtain another which she might keep as a permanent teaching aid."

"An exciting, stimulating and very worthwhile experience every single month."

"Several years ago my son enjoyed your wonderful monthly surprise packages. Today he is a college graduate and on his own. Our young daughter approaching her teens is interested in science. I hope you still have this wonderful THINGS of science."

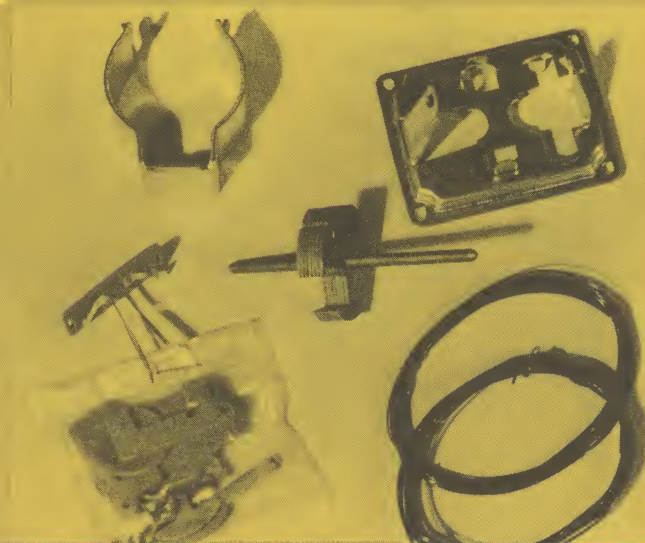
"THINGS of science—the 'whipped cream' of teaching."

**"The ideal way to stimulate
interest in science"**

**Created and Produced by
SCIENCE SERVICE**

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• WASHINGTON, D. C. 20036



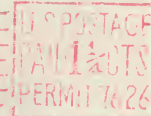
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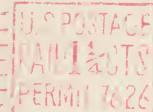
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What's **AHEAD** in science now? What's **NEW** today?

Subscribers will read in the pages of **SCIENCE NEWS** every week forecasts and developments as *new* information is laid bare:



This is the compact, illustrated news magazine that brings its readers vivid, clearly written information on many subjects each week.

This is the magazine of science that will add to your knowledge if you are in a profession; will pay you a profit from ideas put to work in your business; will put extra zest into your conversation as you get **NEW** information to impart.

You can rely on what you read in **SCIENCE NEWS** because *authenticity* is one of the demands made upon the Staff by the Board of Trustees of **SCIENCE SERVICE**, the endowed, non-profit institution which has published this magazine for more than four decades.

- ☐ ABOUT every astounding facet of science knowledge that will make the future enticing—
- ☐ ABOUT weather phenomena, their impact on man and what is being done to change the effects—
- ☐ ABOUT effects on work-rate and emotional stability from certain eating habits, and of foods in various combinations upon longer life with better health—
- ☐ ABOUT new discoveries of early man and his forerunners, through emerging archaeological techniques that help capture the record of the past—
- ☐ ABOUT what man may cause in *Space* that may dominate the earth, providing new facilities for advantageous use and perhaps dire dangers.
- ☐ ABOUT birth control materials being developed that may safely help individuals, and ease the problems of excess population growth throughout the world—
- ☐ ABOUT the exploration of the heavens to satisfy man's scientific curiosity, ingenuity and thirst for progress—
- ☐ ABOUT water information gained during the International Hydrological Decade inaugurated this year—
- ☐ ABOUT drugs and new methods to treat mental disorders, that may also rescue mental defectives—
- ☐ ABOUT new research and development on putting plastics into wood, then solidifying them by atomic radiation, to increase usefulness, durability—
- ☐ ABOUT the latest knowledge of DNA and RNA, life's basic genetic materials, the understanding of which may some day give mankind effective control over many diseases and perhaps even over heredity itself—
- ☐ ABOUT new applications of lasers and masers and their industrial use as well as in research—
- ☐ ABOUT new ideas, new inventions, and gadgets that have just been produced and are being put on the market—
- ☐ ABOUT new books on science subjects and what they contain that you may wish to read (an average of 39 described every week)—
- ☐ ABOUT predictions for life in the U. S. in twenty years— automated houses made of new materials; self-steering automobiles; clothless clothes; computers that write letters, teach, translate, cook, clean houses—
- ☐ ABOUT the new devices for turning atomic energy directly into electricity and the growing use of solar batteries to convert sunlight directly into electrical energy—
- ☐ ABOUT new fuels and engines that will give the prodigiously bountiful energy our times require—
- ☐ ABOUT artificial bones, how made, and tests of them now under way—
- ☐ ABOUT enhanced seismographic examinations to explore the uneasiness of the earth—
- ☐ ABOUT public policy, clear and concise discussion of the issues being faced by leaders of science and government, as they wrestle with the problems of science and society, and their relation to each other—
- ☐ ABOUT the strange new vehicles with windows, lights and arms, expected to reveal secrets of sea life, currents and geology from deeper in the oceans than ever before—
- ☐ ABOUT new 16mm and 8mm films on science, engineering, medicine, and agriculture for professional, student and general audiences—
- ☐ ABOUT the ability to differentiate colors through the skin; attempts being made to communicate language by vibrations through the skin—
- ☐ ABOUT what doctors are reading to inform themselves and their patients on important medical advances that can bring benefit to those who need it—
- ☐ ABOUT gains from research on treatments for cancer, including leukemia, for migraine headaches, hepatitis, virus infections, heart disease, osteoporosis, diabetes, for example—
- ☐ ABOUT activities of teacher-sponsors and member students of Science Clubs of America; and how unusual science talent is found among the youth of the country by the Science Talent Search—
- ☐ ABOUT the method of helping boys and girls do their own science projects and experiments through local Science Fairs culminating in the International Science Fair each year—
- ☐ ABOUT progress in understanding photosynthesis, the process by which the green plant makes food out of the energy of sunlight, air, water and chemicals, and how such research may lead to the production of more plentiful food and the capturing of sunlight for areas of the world now barren of available energy—
- ☐ ABOUT the danger and limitation of space travel because of radiation near earth and in outer space—
- ☐ ABOUT interplanetary space ships, the next step beyond satellites circling the moon and nearby planets—
- ☐ ABOUT fighting plant diseases and insects with new chemicals, bacteria, fungi, sterilization of insect males, light flashes, sounds, suffocation—
- ☐ ABOUT animals, plants, insects, birds or fish, new information just learned that will add to your fund of understanding—
- ☐ ABOUT how to look at the star-studded night sky with night sky maps to guide you—

ONCE A MONTH for a year we will pack a blue box or envelope with scientific fun, with mental stimulation, with hours of absorption, with future hobbies, with knowledge; but specifically we will pack them with THINGS of science . . . real objects of science to be handled and looked at and owned by you. And with them we will send booklets of suggested experiments and complete explanations. There are now more than thirty thousand members of the group of friends of science who receive one of these exciting packages each month. This unusual service comes one year postpaid for \$6.00 (outside U.S.A. add \$1.50 per year for extra postage).



You are eligible for membership in this limited group. Use the priority New Member coupon to complete your enrollment so that we may reserve a place for you.

Things of science

New Member Coupon

To Science Service • 1719 N Street N.W. • Washington, D.C. 20036

Please enroll me for Membership, sending me the current unit right away, the other units to come each month—a total of 12 monthly units of *THINGS of science* for \$6, all sent postpaid (outside U.S.A., add \$1.50 per year for extra postage).

☐ \$6.00 enclosed

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